To: *P PATHMARK
From: Kuruc, Nick
Edited: 2/7/97 14:41
Subject: March WINSTON Promotion Details

RE: Pathmark Stores Inc. (0522-00-00)

Attached are details regarding a WINSTON Promotion to be worked in selected Pathmark Stores. Also attached is the list of stores where the Program will be worked.

Please call me if you have any questions.

51849 0822

Source: https://www.industrydocuments.ucsf.edu/docs/psfy0000

Pathmark Stores Inc.
March WINSTON Promotion
Floor Display List

Division	SIS #	Pathmark Store #	Location
1222	847014	194	Bergenfield
1223	789492	632	Hillside Manor
1223	783193	644	W. Babylon
1223	405389	649	New Hyde Park
1223	700947	662	Woodbury
1223	692235	663	Centereach
1226	274273	112	Jersey City
1226	402688	128	Belleville
1226	665716	155	Hackensack
1226	877070	178	Weehauken
1226	725083	180	N. Bergen
1226	274363	186	Newark
1226	605961	189	Kearny
1226	737922	190	Edgewater
1226	659940	196	W. Paterson
1226	272919	198	Fairlawn
1226	399437	296	Wayne
1226	504745	299	Ramsey
1226	402837	450	Garwood
1226	619626	512	Linden
1226	409712	683	Staten Island
1229	789477	637	Woodmere
1326	287459	532	Philadelphia
1326	625645	569	Glenolden
1326	625597	590	Newark (De)
1326	560928	593	New Castle
1330	274029	289	Randolph
1330	83863	436	Middlesex
1330	771962	438	Somerville
1330	569985	534	W. Windsor
1330	801940	536	N. Brunswick
1330	402894	538	E. Brunswick
1330	280845	575	Pleasantville
1330	615665	576	Howell
1330	615539	577	Middletown
1330	532855	579	Wall
1330	772252	580	Avenel
1330	551271	581	Old Bridge
1332	962968	524	Bethlehem
1332	276911	529	Fairless Hills
1332	33500	530	Willow Grove
1332	205258	547	Bristol
1332	604415	548	Allentown
1334	557724	539	Deptford
1334	281366	551	Lawnside
1334	280416	578	Bricktown
1334	304787	582	Toms River
1334	662516	588	Voorhees
1334	583411	594	Manahawkin
1334	280861	595	Millville

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Source: https://www.industrydocuments.ucsf.edu/docs/psfy0000

Pathmark Stores Inc.
WINSTON Floor Display Program
March 1997

- **Dating: March 3-28**

- **Program: WINSTON $2 Pre-Couponed to be displayed on floor displays in designated Pathmark Stores. Displays can be placed self-service or non self service.**

- **Warehouse Couponing: All WINSTON Product to be couponed at Pathmark Warehouse and shipped to arrive in designated floor display stores the week of March 3.**

- **Field Sales Accountability: Deliver and place floor displays the week of March 10.**

  > **Floor Display Type: 30 Carton Shipper Floor Display or Generic 90 Carton Floor Display. Both displays are in stock in the NY Metro Warehouse.**

- **Designated Stores: See attachment**

Note: Displays are to stay on location for a minimum of 2 weeks or until sold out. Authorized store bulletin to follow. This bulletin will be sent to the Non Foods Manager in each designated store.

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Source: https://www.industrydocuments.ucsf.edu/docs/psfy0000

Pathmark Stores
R. J. Reynolds Tobacco Company
March/April Volume Building Programs

March WINSTON $2 Store Coupon Program

Store Redeemable coupons placed on selected WINSTON Brand Styles.

- Additional cases ordered to warehouse to cover product distribution.*

Winston King	10 cases
Winston Box	5 cases
Winston 100's	5 cases
Winston Light King	3 cases
Winston Light Box	3 cases
Winston Light 100's	3 cases
Winston Light 100's Box	3 cases

RJR to place product order (above and beyond regular product allocation). Warehouse places coupons on cartons prior to distribution. $ 28 per 12M case handling allowance paid for coupon placement.

- Product distributed to all stores with RJR Retail Partners Contract in order of priority
  - > 50 identified stores to receive floor displays. RJR Field Sales to deliver and place floor displays. Displays to remain on location until sold out or maximum of 2 weeks.
  - > Remaining stores with RJR Retail Partners Contract. Product to be placed in RJR contracted space.

April WINSTON Pathmark Coupon Book

WINSTON Brand Family to be include in Pathmark Coupon Book for entire month of April.

Additional product ordered to cover anticipated volume increase. Similar order to March Program. RJR to handle order as special promotion.

- Product distributed to stores prior to Program inception. Product distributed equally to all RJR Retail partners contracted stores.

* Product amount based on one (1) week average- 1996 purchases.

Program Acceptance

For Pathmark

1/24/97
Dated

51849 0825

Source: https://www.industrydocuments.ucsf.edu/docs/psfy0000